

**MEDIA RELEASE**

For Immediate Release

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**Equine Ranching Operation Wins “Producer of the Year” Award**

Bob and Lois Brickley, equine and cattle ranchers near Kennedy, Saskatchewan, are the recipients of the Saskatchewan Society for the Prevention of Cruelty to Animals (SSPCA) inaugural “Producer of the Year” Award. The award, created to recognize a producer’s “best efforts” in providing a total package of humane production practices, was presented during the Farm Animal Council of Saskatchewan Inc. (FACS) Annual General Meeting and Conference, held January 11 and 12 in Saskatoon, Saskatchewan.

Three farms were nominated for the award, with herd sizes ranging from 24 to over 500 head, and representing four different classes of livestock. All showed exemplary levels of animal care and handling while stressing nutrition, preventative medicine and the adoption of modern, humane production practices.

“In the end the winner is a family operation dedicated to providing the best possible production environment while recognizing the need for participating in educational programs on modern production concepts,” said Adele Buettner, Executive Director of FACS and a member of the award selection committee. “The Brickleys successfully use new methodologies and actively work to share this information with others. As well, they participate in research activities to increase production efficiency and improve animal care and comfort.”

Producers were judged on a variety of elements, including commitment to high standards of animal welfare, cleanliness of the operation, environmental integrity, and efforts made towards public education.

In accepting the award, Bob Brickley acknowledged that responsible animal care is part of his daily routine. “We are only one of many responsible operations in this industry,” said Brickley. “We are honored to accept this award on behalf of all producers who make animal care a priority.”

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